



Cyber Week Campaign Success Stories

Take a look at last year's hall of fame. Student Beans worked with these brands to grow their student engagement around Cyber Week, turning them into household names among Gen Z.

Milk MAKEUP

As a vegan, cruelty-free beauty brand, Milk Makeup recognized that ethically-conscious students were one of their key consumer tribes. They started working with Student Beans early last year, so kicked off their first Cyber Week campaign with us in 2019. During key shopping events, certain areas of the Student Beans website are the places to be in order to generate maximum engagement; Milk Makeup told their brand story in our carousels on November 29 and December 2 and was featured in a premium tile throughout the week. They also secured a spot in our Black Friday newsletter, landing in Gen Z inboxes across the country on Black Friday itself.

521%

uplift in codes from the previous month

227%

increase in revenue from previous month

160%

more codes from the two weeks before

80%

increase in revenue from two weeks before



NordVPN

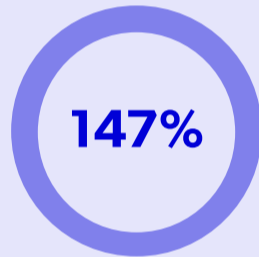
Tech is a huge element of the Gen Z student experience. NordVPN saw Cyber Week as an opportunity to establish themselves as the student VPN brand of choice - and Student Beans helped them to get there. First, we stacked their usual 15% student discount with an exclusive Cyber Week offer of four months free. Then we utilized our extensive reach within the student tribe, promoting NordVPN's Cyber Week offer with a mix of branded content and newsletter inclusion. To top it off, NordVPN's discount appeared in strategic locations across Student Beans' website, including in our homepage carousel, featured discounts section and our Cyber Week Collection. To reach as many student shoppers as possible, NordVPN's deal ran from 25th November to 2nd December.



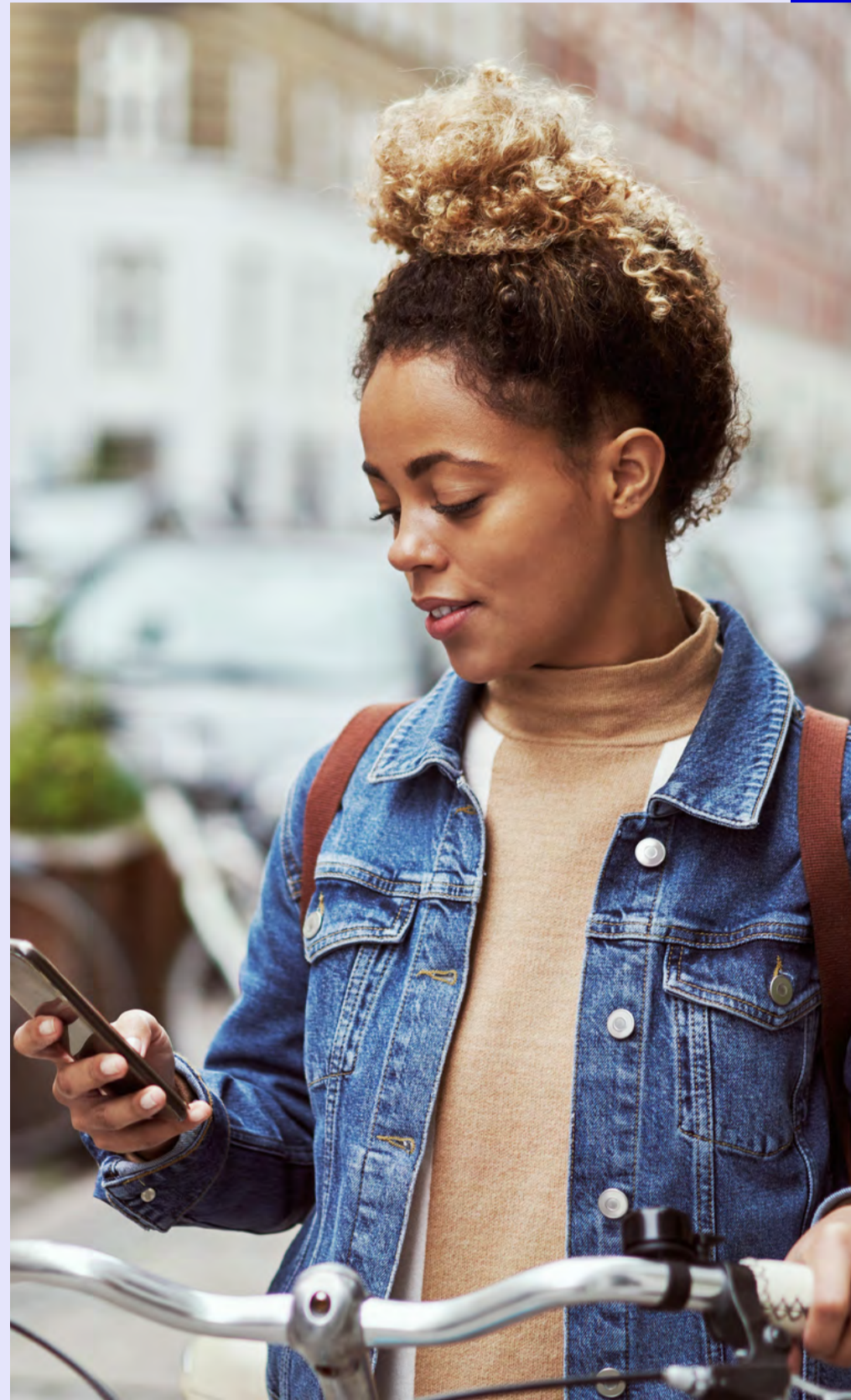
more codes generated than in the previous week



uplift in revenue during Cyber Week

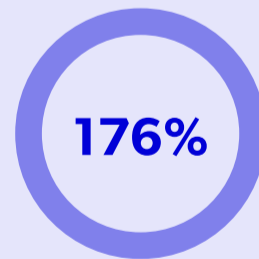


uplift in revenue from previous week

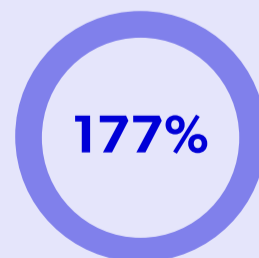


Lovehoney[®] the sexual happiness people™

Adult retailer Lovehoney was able to leverage the Cyber Week sales to connect with the student tribe. At Student Beans, we know that students love stackable discounts, and Lovehoney was able to tap into this. They offered up to 50% off as standard for Cyber Week, but codes generated by Student Beans gave students an extra 25% off on top of this. Lovehoney also featured front and center on the Student Beans website to reach the maximum number of student browsers for the duration of Cyber Week.



uplift in codes from the previous month



increase in revenue from previous month

This year, it could be you. Contact us today to secure your place on student shopping lists for Cyber Week 2020.

Contact us to speak to a student marketing expert

StudentBeans